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1943

Fall Grain Catalog 1943 Season



COKER'S PEDIGREED SEED COMPANY
HARTSVILLE, S. C.



Early and late season views of our main grain breeding and test plots.



To Our Customers:

Our country is now faced with a serious shortage of many essential products that must be supplied if we are to bring this war to a successful conclusion.

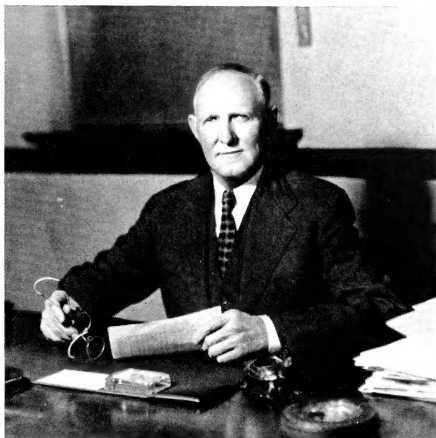
Many of these shortages are farm and garden products, vegetables, fruits, beef, mutton, pork, bacon, lard, butter, milk, cream, cheese and many others.

We must produce a supply sufficient to feed not only our fighting forces and our civilian population, but also to furnish our allies and the peoples who have been freed from the Nazi yoke. Many of our women are loyally striving to live up to the slogan, "raise what you can and can what you raise." Home and Victory Gardens have sprung up in every back yard and fence corner. By supplying the needs of her family, the housewife is not only obeying the Bible injunction to "look well to the ways of her household," but she is also releasing a surplus of commodities to be used for war needs.

Likewise our farmers have accepted the "Food for Victory" slogan and are gladly adapting their farming operations so as to make a maximum contribution to the war effort. Never has there been a time in the history of our country when it was so necessarily urgent that we reap a good and abundant harvest of those crops needed. In meeting such demands, no crops can contribute more than the small grains. They fit into our program and we are familiar with their growing.

Oats and wheat in the cotton belt are, or should be, sown in the fall, thus taking up a large amount of the fertilizer elements that might otherwise be lost through leaching. Furthermore, all operations can be cheaply handled with machinery, and yields and feeding value of both oats and wheat compare most favorably with that of corn. It has been found, also, that these crops furnish vitamins essential to growth and reproduction. These crops can be followed with paying crops of either soybeans or cow peas.

Better still, our company has succeeded in breeding—and now has for sale—oat and wheat varie-



GEORGE J. WILDS, President
Coker's Pedigreed Seed Company

ties that are highly disease resistant and that can be safely grown from the sea coast through the Piedmont. These varieties are highly productive and lend themselves readily to combining. You will find these described in the following pages; also are shown pictures of our breeding and test plots illustrating the meticulous care that is taken to secure an accurate measure of the true merit of each strain.

Our business is founded on the discovery and increase of superior plant families. The varieties that we are offering have proven their superiority in such tests, and we offer them with the full confidence that they will contribute materially to your prosperity and to ultimate victory. Food is ammunition and our patriotic farmers will see that our soldiers and allies shall not suffer for lack of it.

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Coker's Pedigreed **VICTORGRAIN OATS**

STRAIN 3

**A New, High Yielding, More Uniform
Strain of One of the South's
Leading Oat Varieties**

It is not reasonable to expect a plant breeder, regardless of the quality of his work or the volume of material he works with, to produce a radically different or strikingly superior new strain of his standard varieties year in and year out. However, our new Victorgrain Strain 3 is the purest and most uniform strain we have offered. It has an excellent and dependable production record and is the 5-year increase of a single outstanding head selection.

The type and the general appearance is the same as previous strains of Victorgrain and the desirable features of the parent, such as stiffness of straw, high resistance to leaf rust and resist-

These pictures taken on our breeding farms show heavy, long, well balanced heads, excellent stooling and stiff, storm-resistant straw of Victorgrain Strain 3 Oats.



ance to certain types of smut have been maintained.

Victorgrain Strain 3, on average soils and with average seasons, produces a plant of medium height—tall enough for ease of combining and short enough to eliminate excess straw and give added storm resistance.

WHY NEW STRAINS?

The primary reason for the introduction of new strains of oats is not only to utilize the quality and productiveness of superior plants but also to maintain purity through careful selection, and uniformity of type and freedom from noxious weeds through years of painstaking examination of test plots and increase fields with the careful elimination of undesirable foreign growths and off-type plants.

NOT RECOMMENDED FOR POOR SOILS

We do not recommend the planting of Victorgrain oats on poor soil or in areas where late spring drouths are common, where this oat would not grow sufficiently tall for satisfactory harvesting.

Victorgrain Strain 3 is deceptive in appearance. In breeding, the emphasis has been on production of quality grain and disease resistance, but the true test of value is the yield per acre of superior livestock feed and Victorgrain has demonstrated this on thousands of southern farms.

SUCCESSFULLY GROWN UNDER WIDE RANGE OF CONDITIONS

The considerable cold resistance of Victorgrain combined with its high degree of resistance to leaf rust and medium early maturity, makes it possible to grow this variety successfully under wide range of conditions and over sizeable territory. Reports on its satisfactory performance have been received from growers from southern Virginia to north Florida and from southern Missouri to Texas. The heads are long and well balanced; the grains are attractive and bright, resisting weather stain. The plump, well-filled berry is high in feeding value with a low percentage of hull.

Victorgrain Strain 3 is of medium maturity, ripening about a week earlier than Red Rust Proof and some three to five days later than Fulgrain.

PRICES:	1 to 12-bushels	\$5.00 per bu.
	12 to 48 bushels	\$4.75 per bu.
	Above 48 bushels	\$4.50 per bu.

NOTE: Although our Victorgrain variety has shown high resistance to three races of smut commonly found in the southeast, a new race has recently been discovered to which it is susceptible. Therefore, we are treating Victorgrain Strain 3 with Ceresan and strongly urge that growers planting former strains of this variety treat their planting seed, not only to avoid possible loss from smut but because of the other benefits from Ceresan treatment, such as better stands and healthier, more vigorous plants, which usually result in increased yields.



Coker's Pedigreed **FULGRAIN OATS**

**A New, More Uniform Strain With
Higher Yield Record**

BEST OF THE FULGRAINS

In Coker's Fulgrain Strain 6, we have been able to virtually eliminate the occasionally beards or awns which have been noted in earlier strains. It has made the best yield record of any Fulgrain oat we have ever bred or tested, and combines early maturity with a stiff, storm resistant straw and a high degree of resistance to leaf or crown rust.

LONG AND WELL BALANCED HEADS

Fulgrain Strain 6 is somewhat taller than Fulgrain Strains 4 and 5 and about 90% as tall as Fulgrain Strain 3. The heads are long and well balanced and the

grains are beautiful, plump, heavy and of high feeding value.

In addition to its satisfactory showing in our increase fields and tests here, the parent strain of Fulgrain Strain 6 came second in the 1940 Delta Experiment Station Variety Test with a yield of slightly over 90 bushels per acre and led all varieties in the 1941 Variety Test of the North Louisiana Experiment Station at St. Joseph, La., with a yield of 93.5 bushels.

UNIFORM IN TYPE

As a result of the ten years of selection and testing which have gone into the breeding of this oat, it is remarkably uni-



Strain 6

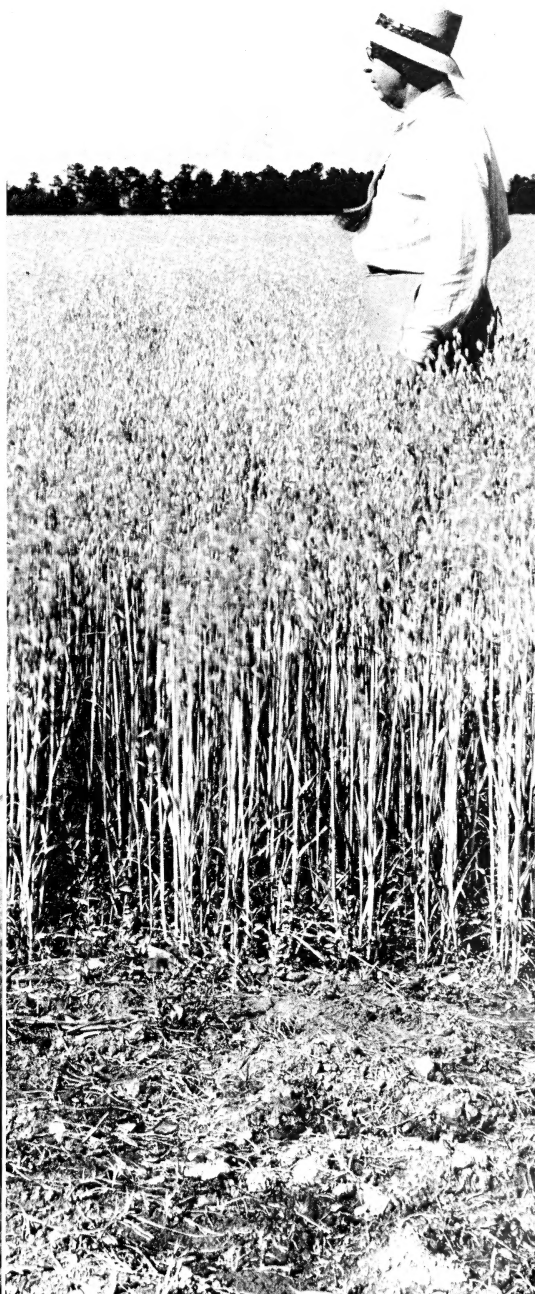
form in type and appearance with profuse tillering and has so far shown resistance to all types of smut yet discovered.

Strain 6 is our first strain of Fulgrain oats which compares favorably in yield with Victorgrain and this is, in our opinion, a significant indication of its value.

PRICES: 1 to 12 bushels \$5.00 per bu.
 12 to 48 bushels \$4.75 per bu.
 Above 48 bushels \$4.50 per bu.

NOTE: Although our Fulgrain Strains 4, 5 and 6 have shown high resistance to all known races of smut including the new race to which Victorgrain is susceptible, we are, nevertheless, treating our Fulgrain Strain 6, because of the possibility that there are other races of smut not yet discovered to which this oat may be susceptible and because of the advantages of Ceresan treatment in better, healthier stands and increased yields.

Coker's Fulgrain Strain 6 has beautiful plump grains—high in feeding value. It combines early maturity with good straw, a high degree of uniformity and resistance to crown rust.



Coker's Pedigreed



Coker's Stanton Strain 1 Oat grows rather tall, makes a profuse leaf growth as well as good yields of grain, and combines cold and leaf rust resistance.

STANTON OATS—Strain 1

A Rather Tall Growing, Cold and Leaf Rust Resistant Variety Suitable for Grain, Hay or Green Feed

Coker's Stanton oat is of medium late maturity and is highly resistant to cold, leaf rust and most races of smut. It combines features that make it attractive to livestock feeders and dairymen. It makes a profuse leaf growth; grows rather tall and provides more green feed, more hay or a greater tonnage of ensilage per acre.

BETTER YIELDS OF GRAIN AND RUST-FREE FORAGE

Stanton is a heavy yielder of grain, as well as hay, and its resistance to rust and smut helps produce bigger yields of cleaner grain and rust-free forage. An oat which produces plenty of straw, as well as good yields of grain, is also desirable as livestock feeders have a use for their oat straw for bedding.

The early plant growth is of the low spreading winter type, with profuse tillering and long, fine blades. Stanton is a week later than Victor grain in maturity (about the same as Red Rust Proof), has long, well balanced heads and a medium-stiff straw for an oat of its height. The grains are bright to rich yellow in color, a few with awns or beard.

HIGH YIELD RECORD IN NORTH CAROLINA TESTS

Stanton made the highest average yield of any variety included in all five of the 1942 official N. C. Oat Variety Tests. In these tests, which were conducted in five localities extending from the mountains to the Lower Coastal Plain, Stanton made an average yield of 89.7 bushels per acre against an average of 85.6 bushels for the next highest yielding variety.

In the three tests (Southern Piedmont, Southern Coastal Plain and Lower Coastal Plain), in which all three oats were included, Stanton produced an average yield of 90.8 bushels per acre against 79.5 bushels for Lelina and 77.2 for Letoria.

ESPECIALLY WELL SUITED FOR PIEDMONT SECTION

Coker's Stanton oats are showing up especially well in the Piedmont areas of North and South Carolina and Georgia. Its cold resistance and extra vigor enable it to make a satisfactory winter growth under the exacting weather and soil conditions of this area.

PRICES:	1 to 12 bushels	\$3.00 per bu.
	12 to 48 bushels	\$2.75 per bu.
	Above 48 bushels	\$2.50 per bu.

All Oats and Wheat treated with Ceresan.

Dr. George J. Wilds and Dr. T. R. Stanton, shown in field of Coker's Stanton Oats.



VARIETY TESTING

The most important single step in a program of grain breeding is in securing accurate and dependable yield records.

It is self evident that a primary and fundamental objective of all plant breeding is to increase yield and improve quality. Therefore, the plant breeder must recognize the supreme importance of laying out and carrying on his tests in such a manner and for a sufficient number of years to insure reliable comparative yield results of the varieties he is testing.

The first and most important step in variety testing is in the selection of a piece of land which is level, well drained and as uniform as possible.

PREPARATION OF SOIL

In order to avoid the danger of volunteer plants, our grain variety test is planted following a clean cultivated crop such as cotton. Before planting, the land is first disced, broken, disced again, harrowed, smoothed with cultipacker and harrowed again. This is done in order to provide an ideal seed bed so that uniform stands can be secured.

PLANTING

After the plot has been prepared, the beds are laid off perpendicular to rows of previous crop and numbered. Ample room is allowed for walkways. Each variety is planted in four-row plots with at least six sets or replications of each and the seed weighed out for each row. The two outside rows are used for guard rows and the two inside rows for yield record. Our possible new strains which show unusual promise and their principle competing varieties are included twice in each set giving double the number of replications. Every fifth plot is a check of our standard or leading variety which serves as a constant measure against which to appraise the value of possible new strains and as a check on soil uniformity.

The seed are planted by hand and covered and rolled by hand operated implements.

During the growing season weeds are kept down by cultivating and hoeing when necessary.

PREPARATION AND APPLICATION OF FERTILIZER

It is highly important that a fertilizer mixture be used that can be distributed evenly and uniformly, and accordingly, our grain test plot fertilizer is thoroughly mixed and carefully screened so as to be in perfect mechanical condition. One application of fertilizer is applied to grain test plots during the late winter by hand operated distributor, which is adjusted for uniform distribution and is operated by a trained man.

The harvesting of test plots is fully outlined in photographs shown on these pages.



- 1.** Measuring off two center rows in four-row plots in our main wheat variety test to be harvested for yield record.



- 4.** Center rows are harvested and stacked at the end of plot.



- 7.** Bags are securely tied on outside to prevent any loss of grain which would result in inaccurate yield figures.



2. Cutting back center rows to accurate measure for uniform length.



3. Showing two center rows cut back uniformly with cuttings carefully placed in guard row.



5. Bundle is tied and carefully double tagged for prompt identification and to avoid danger of mixing.



6. Heads are wrapped and placed in strong paper bags.



8. Showing completed wheat bundles, wrapped, bagged and tagged.



9. Bundles are stored in well ventilated buildings to await threshing on our specially constructed thresher when final yield record can be compiled.

Coker's Pedigreed



Coker's Hardired Strain 3 has made a consistent record of satisfactory production. It has considerable cold and leaf rust resistance, high resistance to mildew, and stools profusely.

HARDIRED WHEAT—Strain 3

A Variety with Considerable Cold and Leaf Rust Resistance, High Resistance to Mildew, Profuse Stooling and Good Production Record—Widely Adapted

Coker's Hardired Strain 3 is our third and newest strain of a new wheat variety first introduced in the fall of 1940. Backed by eleven years of plant breeding effort, Strain 3 is showing a marked degree of uniformity and a consistent record of satisfactory production.

This wheat grows somewhat taller than Redhart, and consequently, its storm resistance is not as great. Although we have never suffered any loss of this variety on our farms from lodging, we do not recommend it for planting on heaviest types of soil, high in organic matter or nitrogen content.

STRAIN 3 BEST HARDIRED

Hardired Strain 3 has made the highest average yield record of either of the other two Hardired Strains, in our tests here, and its parent strain led all commercial varieties in the 1942 N. C. Wheat Performance Trials in an average of all five tests conducted. In the 1941 South Carolina Three-Acre Wheat Contest, Hardired made the highest yield record of any variety planted, with

an average yield of 33.56 bushels and winning both the first and second state prizes with a yield of 56.5 and 55.73 bushels per acre respectively.

It has considerable cold resistance, is resistant to the early types of rust and highly resistant to mildew damage.

Hardired wheat stools (tillers) profusely and consequently, less seed per acre is needed than with most other varieties. Heavier seedings sometime result in shorter heads and smaller, weaker straw.

WELL FILLED HEADS—HIGH MILLING VALUE

Hardired Strain 3 is of medium maturity, ripening about a week to ten days later than Redhart Strain 5 and about one week earlier than Leap's Prolific, Forward and Fulcaster. The heads are long, square and well filled with grain of high milling value.

We have received good reports from most of the southeastern states on this variety which attests its wide adaptability and satisfactory performance under varying conditions.

PRICES:	1 to 12 bushels	\$5.00 per bu.
	12 to 48 bushels	\$4.75 per bu.
	Above 48 bushels	\$4.50 per bu.

All Oats and Wheat treated with Ceresan.

Coker's Pedigreed

REDHART WHEAT—Strain 5

A Variety with Stiff Straw, Extra Early Maturity and High Production

Because of an insistent demand by a number of our customers who are partial to Redhart wheat because of its dependable production, we have increased and are again offering our Redhart Strain 5.

FOURTH IMPROVEMENT ON ORIGINAL STRAIN

Redhart Strain 5 is our fourth improvement on the original Redhart strain of wheat first offered by our Company 22 years ago. It is very similar both in type and appearance to Redhart Strain 4 from which it came but has made a better yield record and has shown a higher degree of uniformity. It is a week earlier than Strain 1, from

two to three weeks earlier than Forward, Leap's Prolific and Fulcaster, and a week earlier than Blue Stem and Gasta.

HEADS ERECT, COMPACT AND BEARDLESS

Redhart Strain 5 has a strong, stiff straw and stands up well under unfavorable weather conditions. The heads stand erect, are beardless and square with four full rows of grain. The glumes fit snugly over the grains and reduce loss from shattering.

The plant is erect in type, broad leafed, good stooling and medium dwarf in height. The grains are plump and of high milling value.

PRICES:	1 to 12 bushels	\$4.00 per bu.
	12 to 48 bushels	\$3.75 per bu.
	Above 48 bushels	\$3.50 per bu.

All Oats and Wheat treated with Ceresan.

NEW OAT SMUTS A SERIOUS PROBLEM

By GEORGE J. WILDS
President

Discovery of New Races Which Affect Many Standard Smut Resistant Varieties Complicate Breeders' Problems and Make Ceresan Treatment of All Oat Varieties Advisable Regardless of Previous Record of Smut Resistance

Breeding for smut resistance is a most vexing, complex, and hazardous undertaking. A variety may be resistant to all known races, then along comes a new race that infects it as badly as if it had not been bred for smut resistance. While we are crossing and breeding for smut resistance, the smuts are doing likewise in an apparent effort to tear down that which we have so laboriously and painstakingly built up.

Our Fulgrain Strains 1, 2 and 3 were highly resistant to all known races of smut in the United States. Tests were made at seventeen widely scattered Experiment Stations, sixteen of these in the United States and one in Canada. Each experimenter used the race or races that were prevalent in his section, and only in Madison, Wisconsin, was there any infection, and that less than six percent.

FULGRAIN SMUT DISCOVERED

In 1938 smut appeared in a Fulgrain field near Leesville, South Carolina. It was reported by Mr. Harold Epting. We investigated and found that it was pure Fulgrain and smutting badly. We collected a large amount of this smut, and since that time, have been planting three separate smut inoculation tests, in one using the Fulghum race, in another Red Rust Proof or Appler, and in the third using the Fulgrain race. We found all Fulgrain strains prior to Strain 4 highly susceptible to this Fulgrain race, as well as Coker 33-50, all Red Rust Proof strains, and the three recently bred rust and smut resistant Texas oats, Rustler, Ranger and Ranger.

VIRULENT NEW RACE DEVELOPS IN OKLAHOMA

Dr. Stanton, Senior Agronomist in Charge of U. S. D. A. Oat Investigations, while on an inspection tour in Oklahoma, made a collection of smut out of a Fulghum field. This was forwarded to Dr. Geo. M. Reed, Curator, Brooklyn Botanic Garden, a world authority on smut. He tested a large number of varieties and strains with this new race and we oat breeders found, to our great disappointment, that many hitherto highly resistant varieties were susceptible to this particular race, which he designates Avena-30.

NEW OAT STRAINS MAY HAVE RESISTANCE TO NEW SMUTS

The most serious setback was received when Dr. Reed discovered that Victoria—which had been considered smut immune—was highly susceptible to this new race; furthermore, that all the new highly smut



Illustrating our method of testing for smut resistance. Four rows are sister strains—two rows on right resistant

and rust resistant strains and varieties that derive their smut resistance from Victoria, were likewise susceptible. Among these were all Stanton strains and Letoria, Lelina, Lelate, Lega, DeSota, Fultex, and most Victorgrain strains; however, Victorgrains 42-3 and 42-5 (that are in 10-acre increase) and Fulgrain 4 and strains descended therefrom, showed the highest degree of resistance.

VICTORGRAIN SMUT SHOWS UP IN SPRING OF 1943

This year, for the first time, an apparently new race has appeared to which Victorgrain Strains 1, 2 and 3 are susceptible. We were inclined to believe at first that this was Avena-30—as the strains of Fulgrain and Victorgrain that Dr. Reed designated as susceptible, showed smut, and all but one of those that he reported as resistant, showed no smut—were it not for the fact that all Stanton strains

so far show absolute freedom from smut and all of these were highly susceptible to Avena-30.

This discovery would have left us in a serious predicament had not Dr. Reed come to our aid. Immediately on finding the prevalence of this smut in Victorgrain, we collected inoculum and forwarded to him dehulled seed of all our oat strains, with the request that he make an outdoor planting using the inoculum that we had forwarded in one test, and a duplicate test using Avena-30. He kindly consented to do this, and in the meantime, we will save all promising strains and await his report on these tests before final selections are made. Those strains will be favored that show uniformly high resistance.

CERESAN TREATMENT ESSENTIAL REGARDLESS OF PREVIOUS RECORD OF SMUT RESISTANCE

We will continue to breed for resistance to all races of smut in our usual thorough manner but in light of these recent discoveries, we feel that, *regardless of past history and experience, it is too hazardous to use planting seed, regardless of variety, without first treating for smut control. Consequently, we are going to treat all planting seed offered this year with Ceresan.* This includes Victorgrain Strain 3, Fulgrain Strain 6 and Stanton Strain 1, even though Fulgrain Strain 6 has shown no susceptibility to any race and no smut infected plants have so far been found in any of our Stanton increase fields. *We want to urge that our friends and customers do likewise,* and so advise this necessary precaution to all growers or sellers of oats to be used for planting purposes. The benefits derived from Ceresan treatment, other than smut control, far exceed the small cost.

VICTORGRAIN SMUT LOSS THIS YEAR NEGLIGIBLE

We wanted to advise our customers promptly of this new race. While all possible loss from smut in Victorgrain this year is negligible, if the seed grown from this crop were planted this next year without first treating for smut control, the loss might be serious—and *this* so unnecessary and easily averted.



to this particular race of smut, while two rows on left seriously affected.

SUGGESTIONS ON GROWING OATS

1. Plant your oats or wheat on land that you know, from past experience, to be good grain land and free of all noxious weeds, foreign seed or volunteer grain.

2. Check fields carefully and see that none of these plants are present on ditchbanks, hedge-rows or roadways adjacent to field. If they are, you can rest assured that seed have been scattered by birds, wind, rains or other means and will show up in your field the following spring.

3. Examine carefully and have tested all legume seed used and be certain that they carry no small grain or other foreign seed.

4. Hard seed in vetch often germinate the second year and furnish a troublesome source of mixture. Small grain growers must recognize this fact and plan their cropping system so as to avoid.

5. Never plant on land planted to any small grains the previous year.

6. Never use rough stable manure if stock have grazed or been fed with oats.

7. In all sections where small grains are grown, seed will be scattered by birds or other means, to fields in that vicinity, so in all fields will be found some volunteer plants coming from such sources. We urge all growers to carefully check their fields and pull out all off-type or foreign plants before having fields inspected for certification.

8. Leave sufficient distance between varieties or different grains to allow harvesting without mixing.

9. Carefully clean out thresher or combine before harvesting—most mixing occurs through neglect of this.

OUR BREEDING PROGRAM INSURES CONSTANT IMPROVEMENT

Our breeding program in small grains is planned so as to insure constant improvement in established varieties and at the same time add other highly desired characters. Years of painstaking, accurate, extensive tests are necessary before a superior new type can be bred and offered. Utmost care is required in making crosses; these are made with definite aims in view; thousands of segregates in the various generations are selected and these put through severe inoculation, cold and yield tests and only those with established

merit are ever offered as new varieties or strains.

Wheat, a crop of rapidly increasing importance in the South, is being especially emphasized in our breeding program. The big problem is to breed adapted varieties of highest production and milling value that will withstand the hazards of cold and storms, also smuts, mildews, rust, blossom blotch and other diseases. In our breeding stocks we have all these factors represented and are constantly endeavoring to add these desirable characteristics to our new wheats.

Our Visitors



Dr. G. A. Wiebe, Senior Agronomist in Charge of Barley Investigations of U. S. Dept. of Agriculture, with Dr. Ewert Aberg, Swedish barley expert, are shown with Dr. Wilds studying barley varieties in one of our barley variety tests.



Above shows South Carolina Extension agents and agronomists inspecting a promising new wheat selection in our main wheat variety test.



South Carolina Soil Conservation officials and field men look over our small grain breeding plots.

BUSINESS TERMS

OUR RESPONSIBILITY: Our seed are all carefully tested for germination and purity before shipment. Attached to every bag of seed we ship is a card on which is printed the percentage of germination and mechanical purity of that particular lot of seed. Under no circumstances, however, can we be responsible for the germination of the seed after they have been planted for there are many reasons for imperfect germination of planted seeds other than their vitality. In no case, do we give any warranty expressed or implied as to the productivity or performance of our seed.

OUR CLAIMS: The claims we make for our seed are based on their actual performance in our breeding plots, variety tests and increase fields. They are ALL bred, grown, prepared, tested and stored under our personal supervision and control.

NO SEED BOUGHT: We do not buy seed for resale, either those grown from seed purchased from us or from any other source whatever. Our business is in originating, breeding, growing and selling superior varieties of field seed for the South. However, we are always glad to assist our customers in disposing of their surplus "first year from Coker" seed by referring inquiries to them whenever possible.

ONE PRICE POLICY: Our Company has, since its beginning, strictly adhered to the policy of selling its products on one schedule of prices to all. These prices are based on the quantity of the purchase and are published in our catalogs, price lists and pamphlets.

YOUR PROTECTION: Our seed are all sent out in bags labeled "COKER'S PEDIGREED SEED" and bearing our registered Red Heart Trade Mark. Each bag also bears our O. K. tag and is officially sealed before leaving our warehouse. No seed is genuine "COKER'S PEDIGREED SEED" unless it bears our official O. K. TAG under seal and our Registered "TRADE MARK." Protect yourself by insisting upon having only seed bearing our official O. K. Tag and Registered Trade Mark.

EFFECT OF GROWING CONDITIONS: Our descriptions are based on the actual records that our varieties have produced in our tests, and they will show the same characteristics elsewhere under the same conditions. Drought or POOR CONDITIONS will result in a reduced yield and poorer quality—no matter what variety is planted.

COKER'S PEDIGREED SEED COMPANY

The South's Foremost Seed Breeders

HARTSVILLE, SOUTH CAROLINA

COKER'S PEDIGREED SEED COMPANY

DAVID R. COKER (1870-1938) FOUNDER



HARTSVILLE, S.C.

August, 1943

TO OUR FRIENDS:

When this Grain Catalog was prepared, we had full stocks of all of our Pedigreed varieties of oats and wheat. However, the response to our advance grain folder was so spontaneous and because so many of our customers ordered earlier than usual, our stocks of all grains are now SOLD OUT. This occurred in spite of the fact that a limit was placed on the size of orders accepted and our stock of seed allotted on a territorial basis.

Although we have nothing to sell, we have decided, nevertheless, to send out our 1943 Grain Catalog for the information it contains; as well as for the illustrations of our grain varieties, articles on our breeding program and suggestions on grain growing.

For those of you whose orders were received too late or who had planned to buy, we can only say that we are sincerely sorry that we could not take care of you. We hope that you will keep us in mind for your planting seed requirements for future years and place your orders as far in advance of planting time as possible.

With genuine appreciation for your splendid support of and interest in our plant breeding program, we are

Yours very truly,

COKER'S PEDIGREED SEED COMPANY

President

GJW/e

THE SOUTH'S FOREMOST SEED BREEDERS



These increase fields of superior varieties of oats and wheat are the reward of years of scientific breeding and testing. Above: Robert R. Coker, Vice-President of our Company, notes well developed heads and sturdy straw of our Fulgrain Strain 6 Oats. Below: Our Field Representative, R. S. Entzminger looks over seed field of our Hardired Wheat.





COKER'S PEDIGREED SEED COMPANY
HARTSVILLE, S. C.